Better Business Bureau of Greater Hampton Roads, Inc. (Norfolk, Virginia BBB) is looking for a Marketing Manager to join our team.

Job Description: Professionally and efficiently support BBB marketing, communications, public relations, and community events to BBB target marketplace audiences through writing and content creation, social media and print and/or digital design.

Reports to: Rosemary Nye, President & CEO

Full Time: 37.5 hours per week, 75 hours per pay period

Benefits: Health and life insurance, PTO, retirement savings plan, commission and bonus program.

Work Schedule: Monday through Friday, 9:00 a.m. to 4:00 p.m. in the office. There may be a few Saturday events and a few evenings events planned throughout the year.

Specific Duties & Responsibilities:
Social media management - Compose, research, and post online content on the BBB's website and all BBB social media accounts. Sharing, following, commenting, responding to any messages, and posting requested content from the BBB team. Statistics analysis and strategic growth plan when requested by President.

Media relations - BBB spokesperson for research, preparation, and execution of digital and in person interviews, research and communication media responses and preparation of press releases. Maintenance and growth of BBB media resources database.

Write/design BBB marketing literature (brochures, press releases, digital media, etc.) to augment the BBB's presence in the marketplace. Graphic design support and power point creations as requested.

Promote, grow, and manage the BBB's Unified Directory Sales for BBB Accredited Businesses for additional commission.

Work with other departments, organizations, and suppliers on overlapping projects and marketing campaigns.

Prepare and deliver presentations online or in person upon request at community events.

Promote, prepare, and manage digital campaigns and in person promotional events in the community. Working with and building local partners to coordinate event efforts. Attendance is required at all digital and in person BBB events.

Event coordination and participation in online and digital community events with reciprocal local partners. Developing growth opportunities to build local partnerships. Attendance is required at all local partnership events.

Working with and building local partners to coordinate event efforts.

Prepare and organize quarterly marketing analysis and statistical reports as requested by the President.

Update spread sheets, databases, and inventories with statistical, financial/non-financial information.

Prepare, participate and attend BBB Senior Management meetings when scheduled.

Prepare presentation and attend monthly Accredited Businesses digital or in person meetings.

Prepare for and attend online/in person national BBB Annual Communications Conference.

Prepare traditional and digital Accredited Business communications (monthly newsletter, emails, etc.

Prepare traditional and digital communications for BBB events as requested by BBB Senior Management.

Promote, prepare, and conduct online and in person interviews with local media.

Inventory management of all marketing supplies.

Prepare, present, and/or attend educational programs for Accredited Businesses as requested by Accreditation Services.

Digital and traditional communications with the BBB national online network.

Matchbox Administrator - (International Association of Better Business Bureaus Marketing Resource Center

Military Line Coordinator – Promote and educate the military on the mission and importance of the BBB through online and in person trainings when scheduled, responding to online and traditional communications, create online and digital promotional materials to grow the BBB's presence within the military community.

Qualifications: Previous and proven experience in marketing and social media fields, excellent knowledge of MS Office, marketing computer software (such as Adobe Suite, and online applications (CRM tools, Social Media, Online analytics, Google AdWords, etc.) Military or veteran affiliation and previous sales experience a plus.

Please submit all applications to: Rosemary Nye, President & CEO rnye@hamptonroadsbbb.org
For additional information requests by phone, 757-531-9400, ext. 1200.

All inquiries or submissions will be respected as confidential.